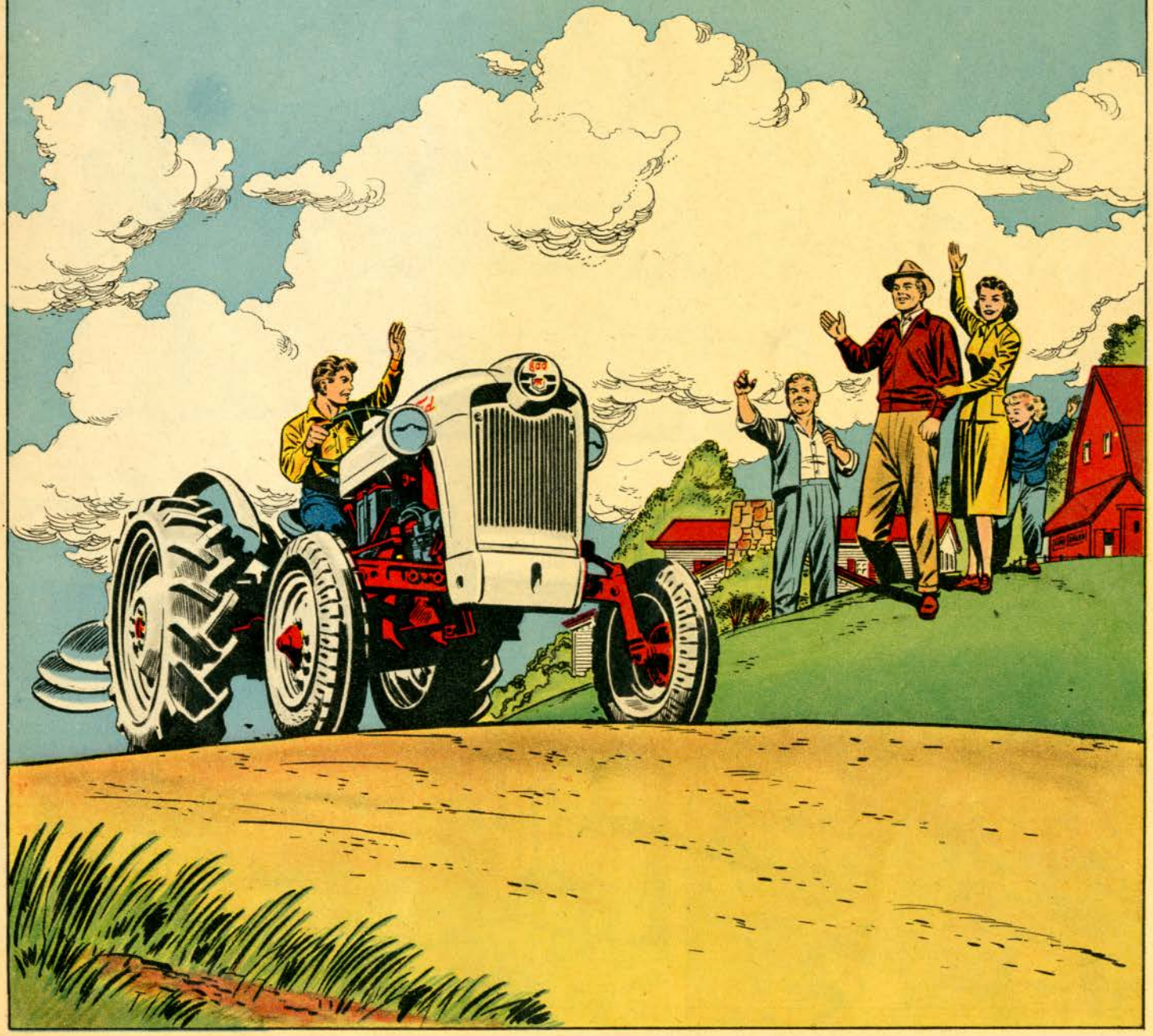
WHAT ONE FARM FAMILY FOUND OUT

ABOUT THE NEW FORD TRACTORS!



OH, WHAT'LL WE DO IF WE'VE MISSED HIM?! MAYBE WE'RE **TOO LATE!**

DON'T WORRY, SIS... THE TRAIN HASN'T EVEN PULLED IN YET.

NO-- BUT HERE IT COMES NOW!

NOW THAT HE'S SOLD HIS FARM, COULDN'T HE **STAY** WITH US, INSTEAD OF JUST VISIT?

IT'S A SURPRISE FOR YOU, DEAR... HE **IS** GOING TO STAY WITH US FROM NOW ON.

GRANDPA! YOU'RE GOING TO LIVE WITH US!

GOLLY, THAT WILL BE WONDERFUL, GRAMP!

WELCOME HOME, DAD!

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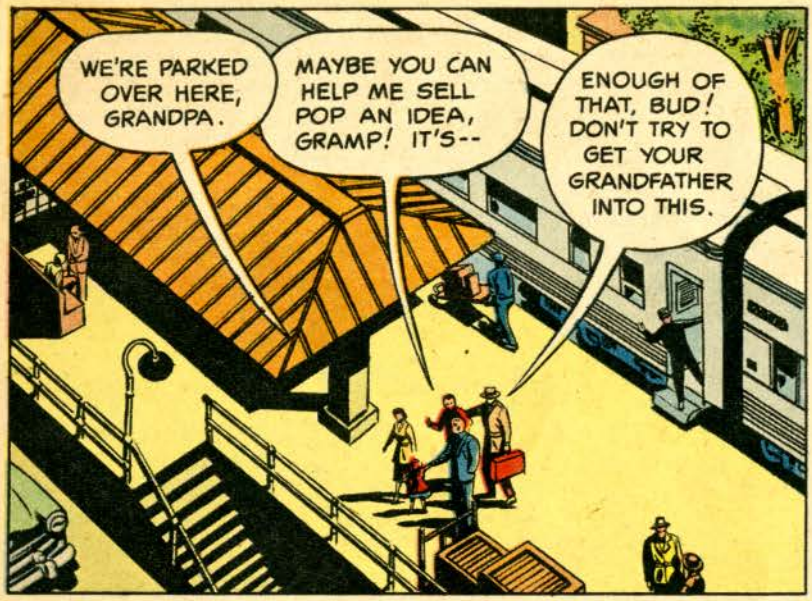
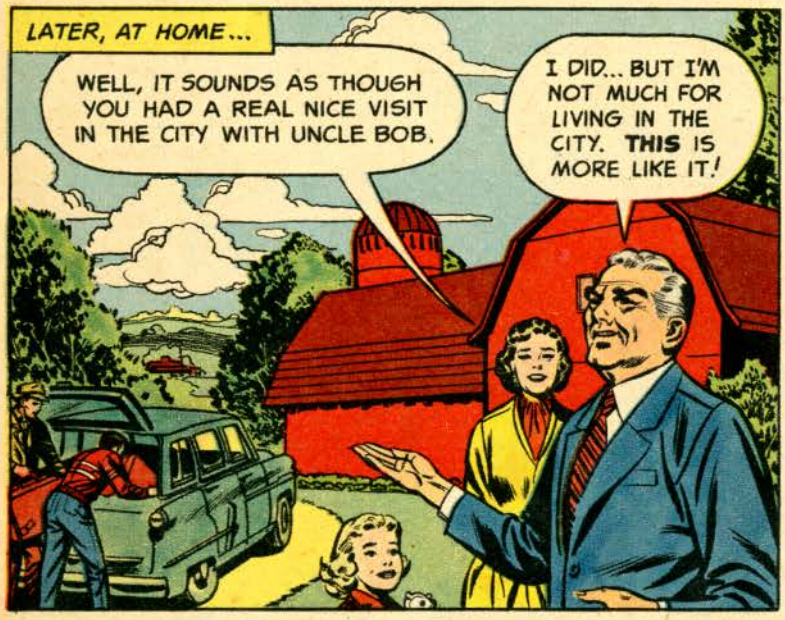
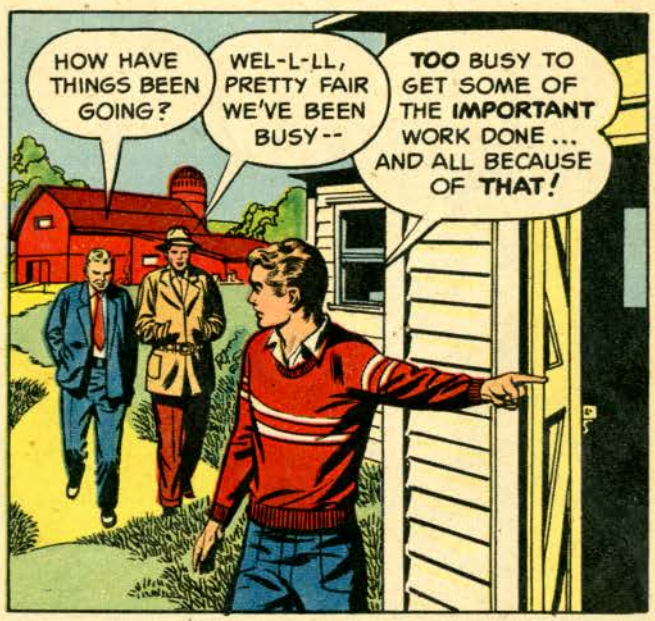

WE'RE PARKED OVER HERE, GRANDPA.
MAYBE YOU CAN HELP ME SELL POP AN IDEA, GRAMP! IT'S--
ENOUGH OF THAT, BUD! DON'T TRY TO GET YOUR GRANDFATHER INTO THIS.

HERE, WHAT'S ALL THIS? SEEMS TO BE A LITTLE DISAGREEMENT.
I'M JUST A LITTLE TIRED OF BUD'S PRODDING. YOU'LL PROBABLY HEAR ABOUT IT SOON ENOUGH.


LATER, AT HOME...
WELL, IT SOUNDS AS THOUGH YOU HAD A REAL NICE VISIT IN THE CITY WITH UNCLE BOB.
I DID... BUT I'M NOT MUCH FOR LIVING IN THE CITY. THIS IS MORE LIKE IT!


HOW HAVE THINGS BEEN GOING?
WEL-L-LL, PRETTY FAIR WE'VE BEEN BUSY--
TOO BUSY TO GET SOME OF THE IMPORTANT WORK DONE... AND ALL BECAUSE OF THAT!

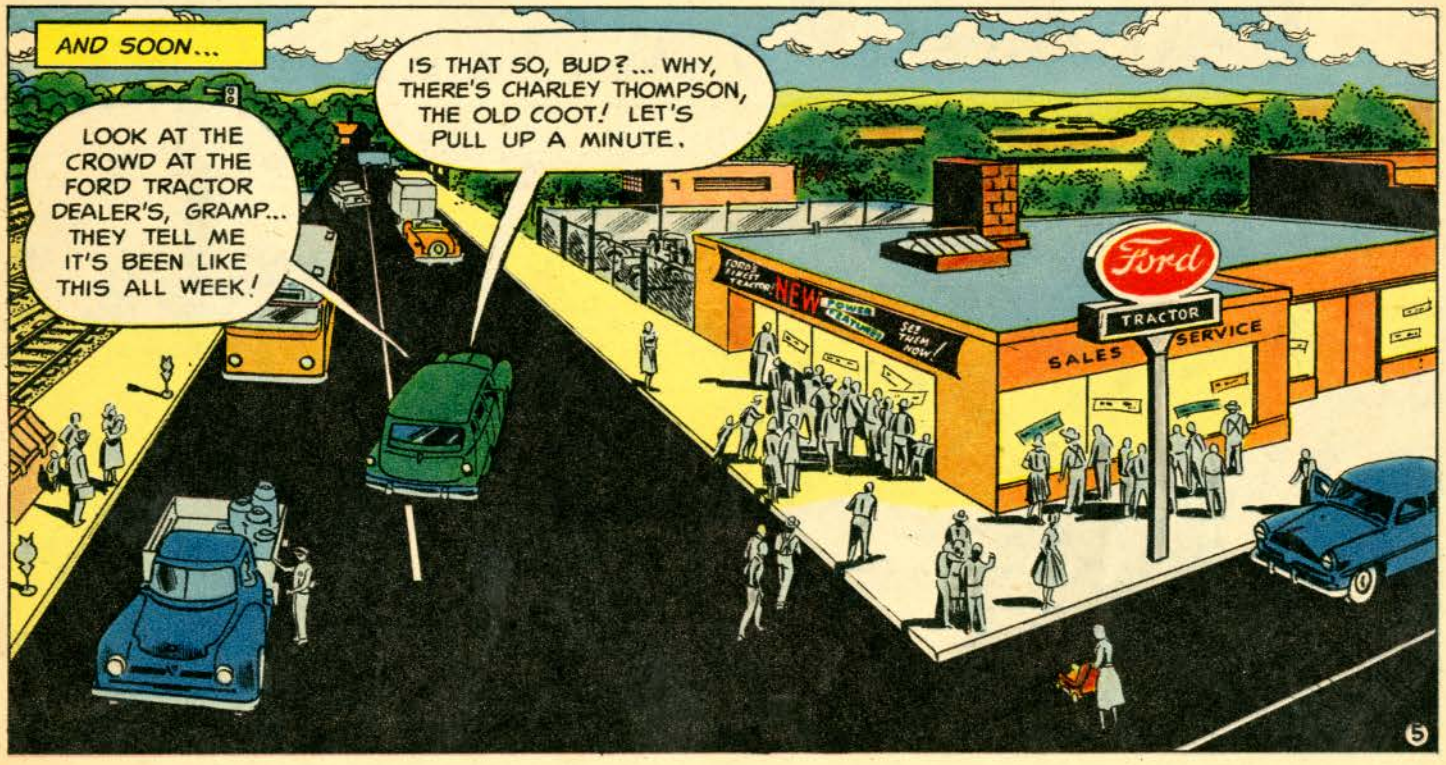
EASY NOW, BUD... YES, WE'VE HAD SOME TROUBLE WITH THE OLD TRACTOR. THAT'S SLOWED US DOWN SOME.
THAT COFFEE-POT! YOU SHOULD HAVE TAKEN MY ADVICE AND BOUGHT MY MAKE.

I'VE BEEN TRYING TO GET DAD TO BUY ONE OF THOSE TERRIFIC NEW FORDS, GRAMP!
THERE HE GOES AGAIN. WELL, MAYBE, I'LL TAKE A LOOK AT THEM SOMETIME!
A FORD... WHY, THAT'S THE BEST THERE IS. I'VE ALWAYS TOLD YOUR FATHER--
"I'VE SEEN 'EM ALL IN MY TIME, AND I'VE FOUND YOU CAN'T GO WRONG ON A FORD. FROM EARLY FORDSON TO THE GOLDEN JUBILEE FORD..."
Ford
"THE NAME OF FORD HAS ALWAYS MEANT QUALITY, ECONOMY, DEPENDABILITY... DOWN-RIGHT BUILT-IN VALUE!"
FORD
BUT, BUD... THIS FARM NEEDS FULL, THREE-PLOW POWER FOR THE HEAVIER WORK--
THAT'S JUST IT! NOW FORD HAS A FULL 3-PLOW POWER SERIES!
FORD HAS JUST ANNOUNCED A BIG, NEW LINE OF TRACTORS... FIVE MODELS, TWO POWER SERIES--ONE WITH 30% MORE POWER!
SEE IT NOW!
FINEST FORDS EVER BUILT! STOP IN-- SEE 'EM SOON!
FORD announces 2 POWER SERIES 5 NEW MODELS
A POWER-ful BUY!
IF YOU HADN'T BEEN VISITING IN THE CITY, YOU COULDN'T HAVE MISSED IT! EVERYBODY'S BEEN TALKING ABOUT THE GREAT NEW FORDS!
Ford's new, more powerful "RED TIGER" engine
All of Ford's experience and skill gained in building more than two million tractor engines accounts for the advanced design of the new more powerful "Red
FORD'S FINEST TRACTORS! NEW POWER FEATURES SEE THEM NOW!
600 FORD TRACTOR
Here's full 2-plow power with economy
LOW DOWN PAYMENT

WELL, I'LL BE--THAT'S WHAT A LOT OF PEOPLE HAVE BEEN ASKING FOR... A **FULL, THREE-PLOW FORD TRACTOR!**
ALL THE POWER WE CAN USE, GRAMP...AND BETTER IN A LOT OF OTHER WAYS, TOO!
WELL... WE'LL TAKE A LOOK AT THEM--SOMETIME.
DINNER'S READY. HOPE THE EXCITEMENT HASN'T SPOILED YOUR APPETITES!

WE'LL GET YOUR FATHER DOWN TO THE DEALER'S TODAY, BUD. JUST WAIT...
THAT'LL BE GREAT, GRAMP.-- BUT I DON'T KNOW HOW. I'VE BEEN TRYING FOR DAYS!

AFTER DINNER...
WELL, I FEEL BETTER NOW-- A FINE MEAL... DAD, WHAT'D YOU LIKE TO DO THIS AFTERNOON?
M-M-M, I SORT OF FIGURED IT WOULD BE NICE TO LOOK UP SOME OF MY OLD FRIENDS. WE MIGHT DRIVE INTO TOWN...
WHY DON'T THE THREE OF YOU GO. SIS AND I HAVE SOME THINGS TO DO.


AND SOON...
LOOK AT THE CROWD AT THE FORD TRACTOR DEALER'S, GRAMP... THEY TELL ME IT'S BEEN LIKE THIS ALL WEEK!
IS THAT SO, BUD?... WHY, THERE'S CHARLEY THOMPSON, THE OLD COOT! LET'S PULL UP A MINUTE.
NEW
SEE THEM NOW!
Ford
TRACTOR
SALES
SERVICE

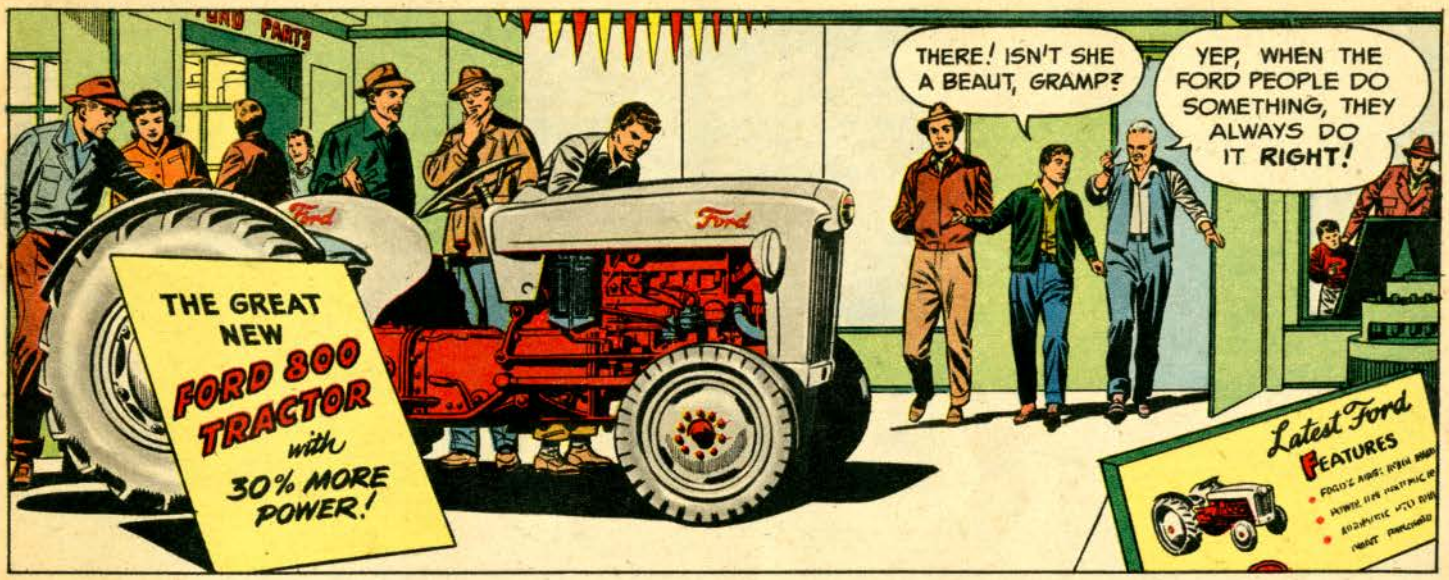
WELL, DOGGONE IT... CHET MARTIN! YOU'RE A SIGHT FOR SORE EYES!
GOOD TO SEE YOU, CHARLEY. YOU'RE LOOKING MIGHTY PROSPEROUS!

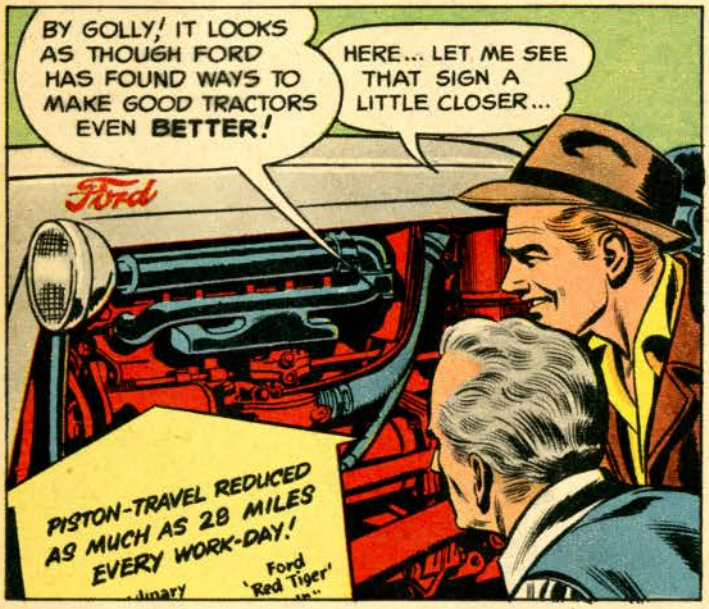
NOT BAD, CHET... NOT BAD! I JUST BOUGHT ME A SECOND TRACTOR. ONE OF THOSE DANDY NEW FORD 600'S.
GOOD FOR YOU! I'VE HEARD THEY'VE GOT A LOT OF NEW MODELS NOW!

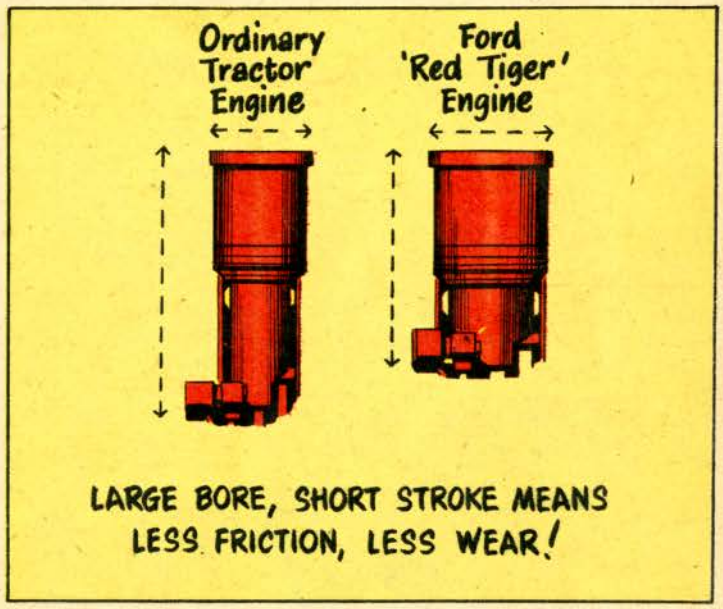
I'M AIMING TO GET ONE OF THOSE 800'S... I CAN USE THAT EXTRA POWER.
YOU, TOO, EH? WELL, YOU COULDN'T DO BETTER THAN A FORD!

HELLO, CHET... NICE TO HAVE YOU IN TOWN!
GLAD TO KNOW I'M STILL FRIENDS WITH THE BANK!

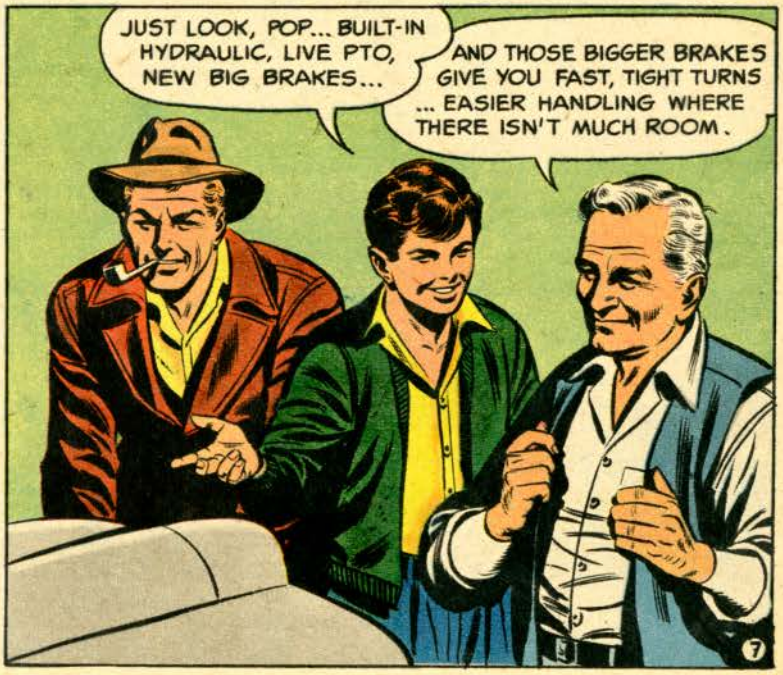
--COME TO SEE THE NEW FORD TRACTORS, EH? YOU KNOW, MOST OF MY BEST ACCOUNTS ARE FORD FARMERS!.. MUST BE SOME CONNECTION!
WELL, WHILE WE'RE HERE, WE MIGHT AS WELL TAKE A LOOK.
Ford
TRACTOR
OH, BOY! LET'S GO!
DRUGS

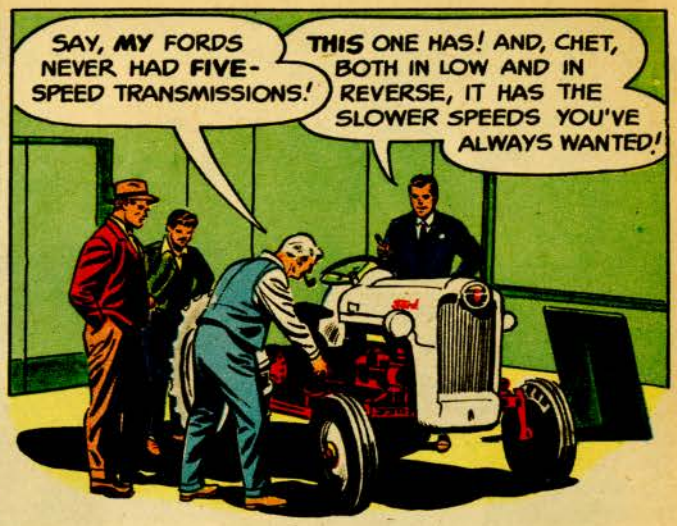

THERE! ISN'T SHE A BEAUT, GRAMP?
YEP, WHEN THE FORD PEOPLE DO SOMETHING, THEY ALWAYS DO IT RIGHT!
THE GREAT NEW FORD 800 TRACTOR with 30% MORE POWER!
Latest Ford FEATURES

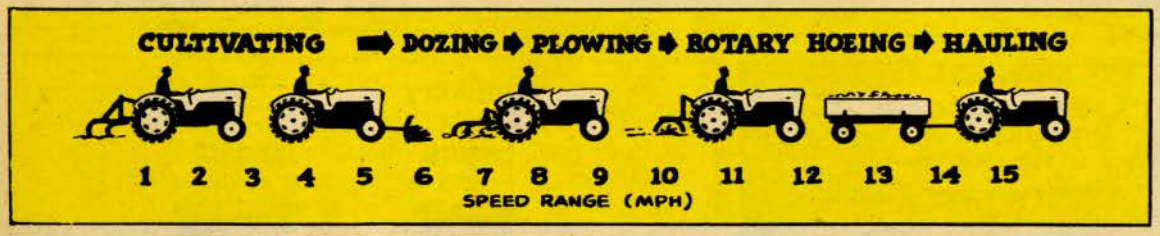

BY GOLLY! IT LOOKS AS THOUGH FORD HAS FOUND WAYS TO MAKE GOOD TRACTORS EVEN BETTER!
HERE... LET ME SEE THAT SIGN A LITTLE CLOSER...
PISTON-TRAVEL REDUCED AS MUCH AS 28 MILES EVERY WORK-DAY!


Ordinary Tractor Engine
Ford 'Red Tiger' Engine
LARGE BORE, SHORT STROKE MEANS LESS FRICTION, LESS WEAR!

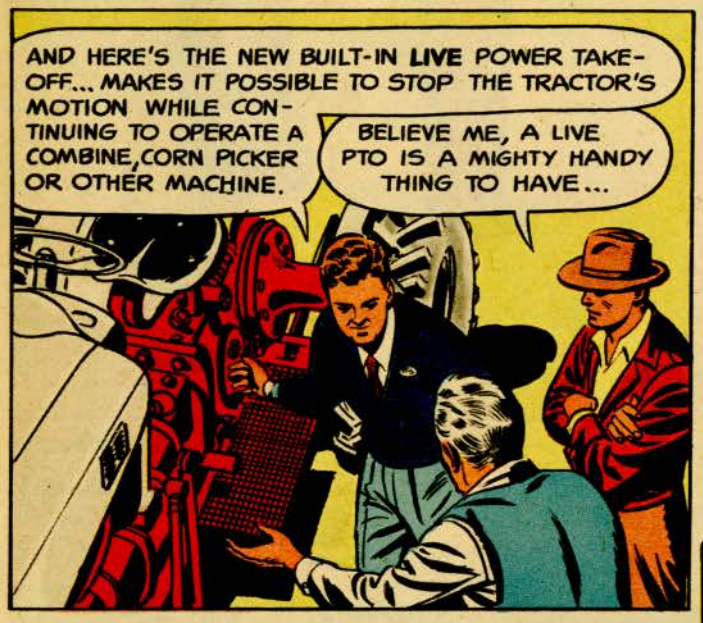
HM-M, THAT MAKES SENSE. 'LESS FRICTION' WOULD MEAN LESS GAS AND OIL BILLS.
IT ALSO MEANS LESS REPAIR BILLS, TOO-- AND MORE POWER. I KNOW!
THE GREAT NEW FORD 800 TRACTOR with 30% MORE POWER!

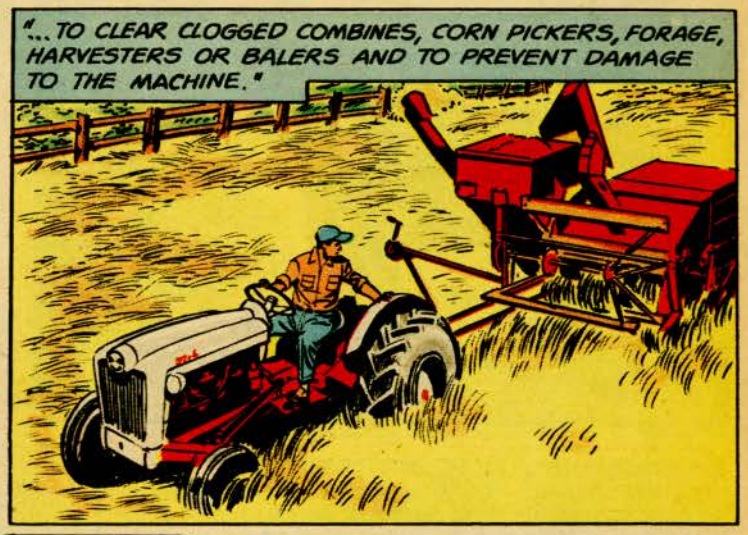

JUST LOOK, POP... BUILT-IN HYDRAULIC, LIVE PTO, NEW BIG BRAKES...
AND THOSE BIGGER BRAKES GIVE YOU FAST, TIGHT TURNS ... EASIER HANDLING WHERE THERE ISN'T MUCH ROOM.

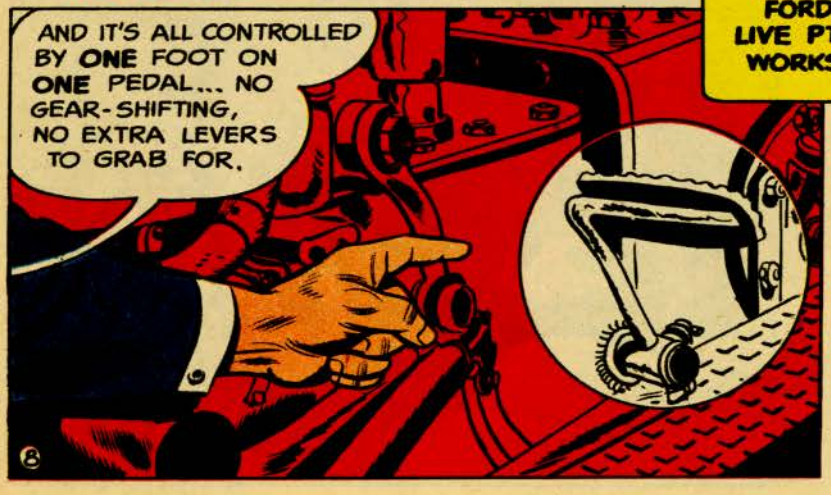




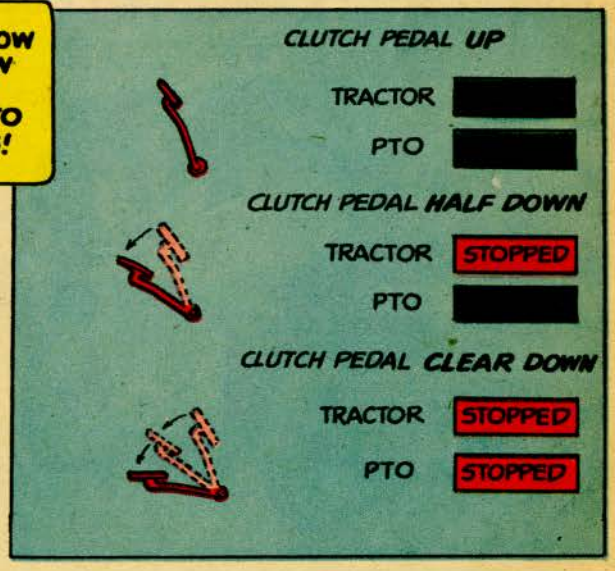
"EASIER TO USE, TOO! THE NEW GEAR SHIFT MOVES QUICKLY, SURELY, SMOOTHLY IN AN EASY-TO-FOLLOW PATTERN FROM ONE GEAR TO ANOTHER."

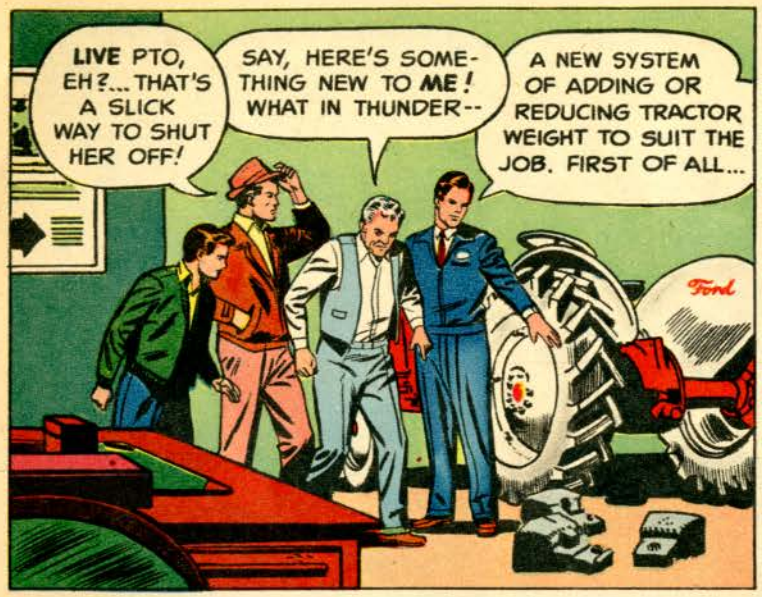




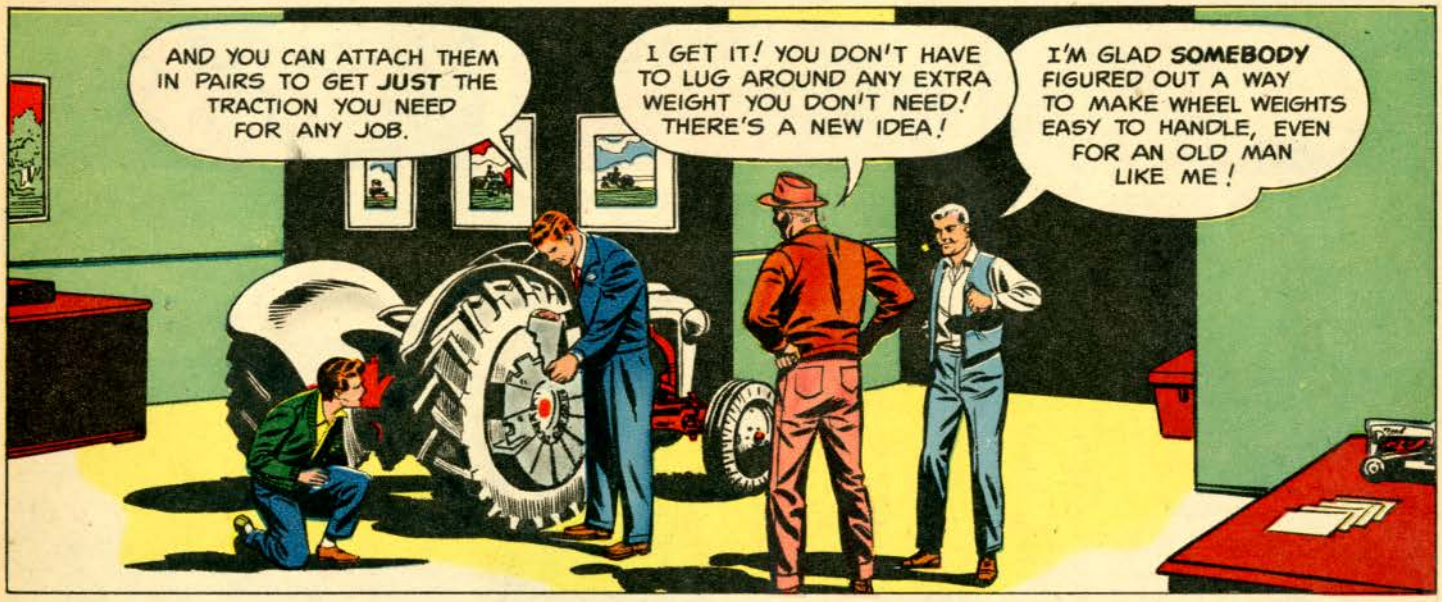


HERE'S HOW THE NEW FORD LIVE PTO WORKS!

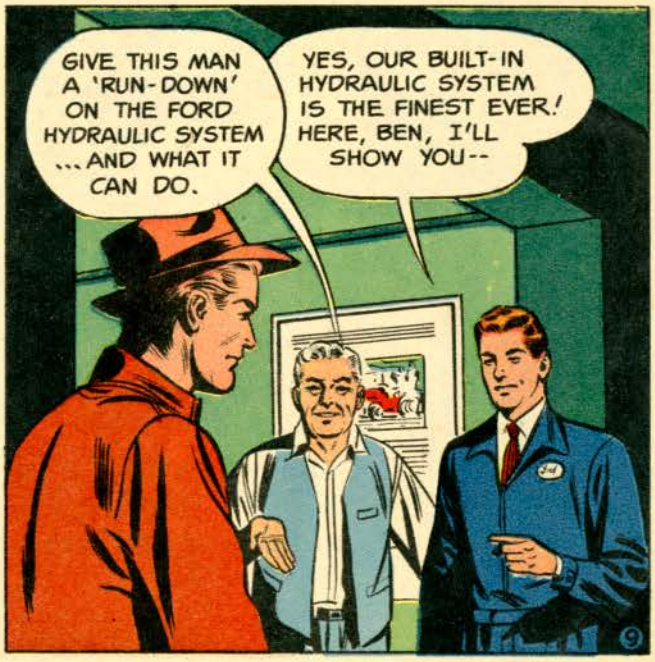



LIVE PTO, EH?... THAT'S A SLICK WAY TO SHUT HER OFF!
SAY, HERE'S SOMETHING NEW TO ME! WHAT IN THUNDER--
A NEW SYSTEM OF ADDING OR REDUCING TRACTOR WEIGHT TO SUIT THE JOB. FIRST OF ALL...
Ford

...NOTICE THAT THESE WEIGHTS ARE DIVIDED INTO TWELVE SECTIONS FOR EASY HANDLING -- EACH SECTION WEIGHS ONLY 42 POUNDS.
Ford


AND YOU CAN ATTACH THEM IN PAIRS TO GET JUST THE TRACTION YOU NEED FOR ANY JOB.
I GET IT! YOU DON'T HAVE TO LUG AROUND ANY EXTRA WEIGHT YOU DON'T NEED! THERE'S A NEW IDEA!
I'M GLAD SOMEBODY FIGURED OUT A WAY TO MAKE WHEEL WEIGHTS EASY TO HANDLE, EVEN FOR AN OLD MAN LIKE ME!

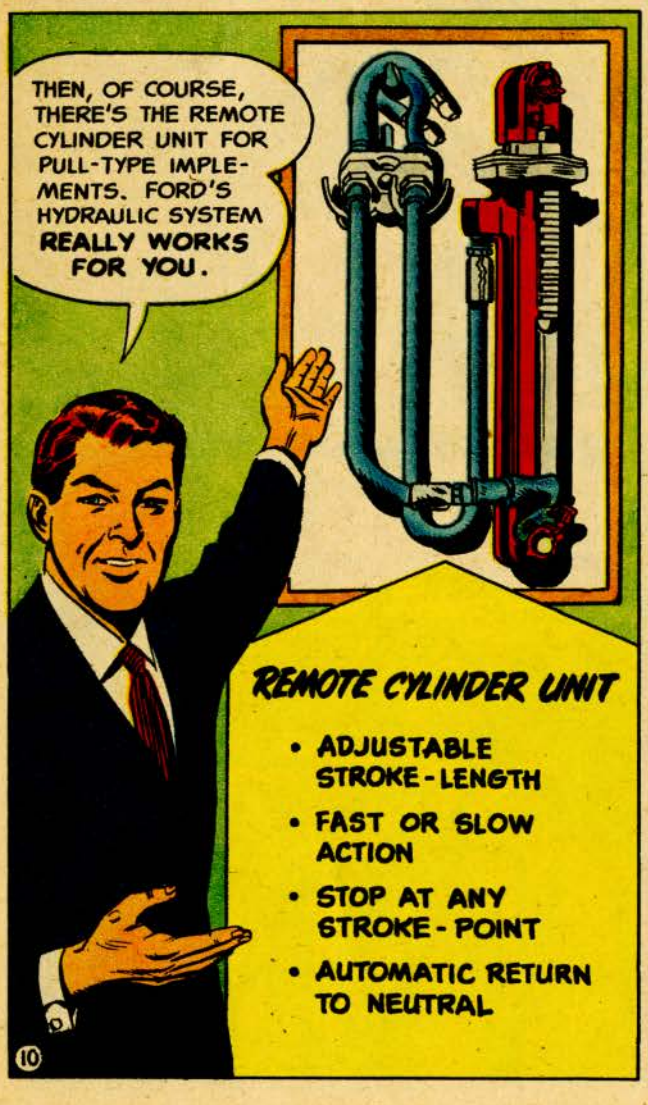
I'VE CHECKED ALL THE OTHER NEW TRACTORS, POP... AND NONE OF THEM COMES NEAR THESE NEW FORDS!
WELL-L, I'VE GOT TO ADMIT THERE'S A COUPLE OF THINGS ABOUT THE NEW FORDS I DIDN'T KNOW ABOUT.


GIVE THIS MAN A 'RUN-DOWN' ON THE FORD HYDRAULIC SYSTEM ... AND WHAT IT CAN DO.
YES, OUR BUILT-IN HYDRAULIC SYSTEM IS THE FINEST EVER! HERE, BEN, I'LL SHOW YOU--

FIRST, YOU HAVE YOUR CHOICE OF HYDRAULIC SPEEDS. JUST FLIP THIS HY-TROL LEVER FOR THE SPEED YOU WANT.

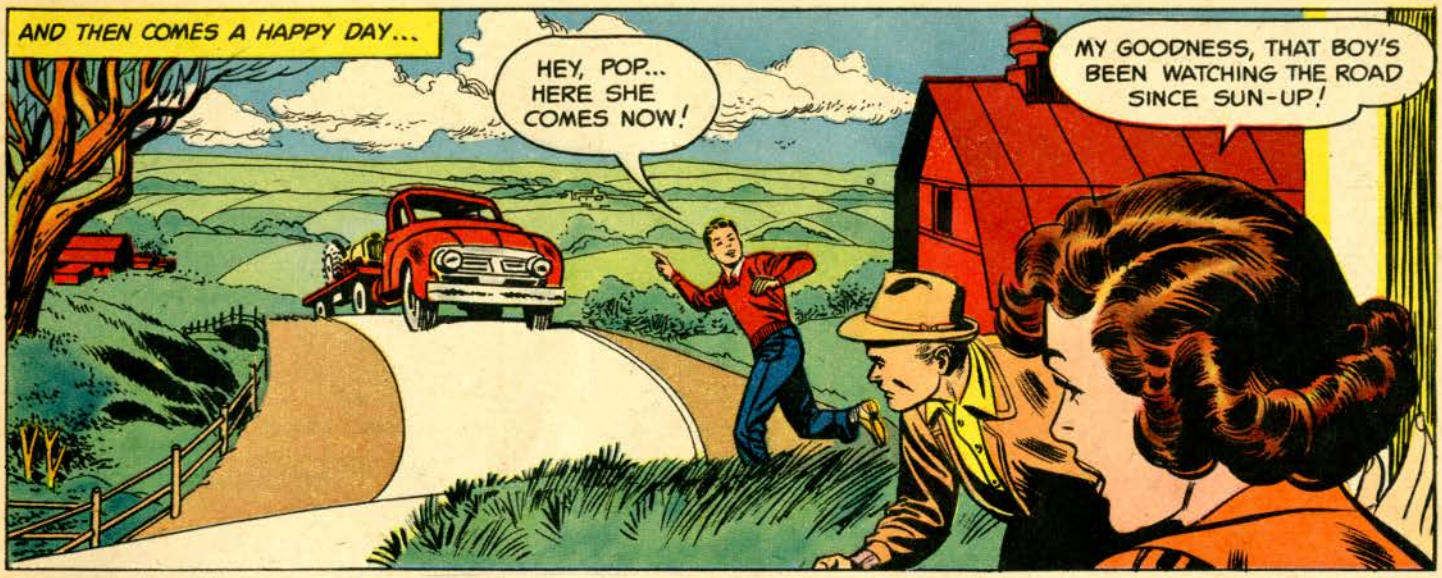
THEN FORD'S SELECTOR LEVER... RIGHT HERE... GIVES YOU INSTANT CHOICE, CONSTANT DRAFT OR IMPLEMENT POSITION CONTROL.

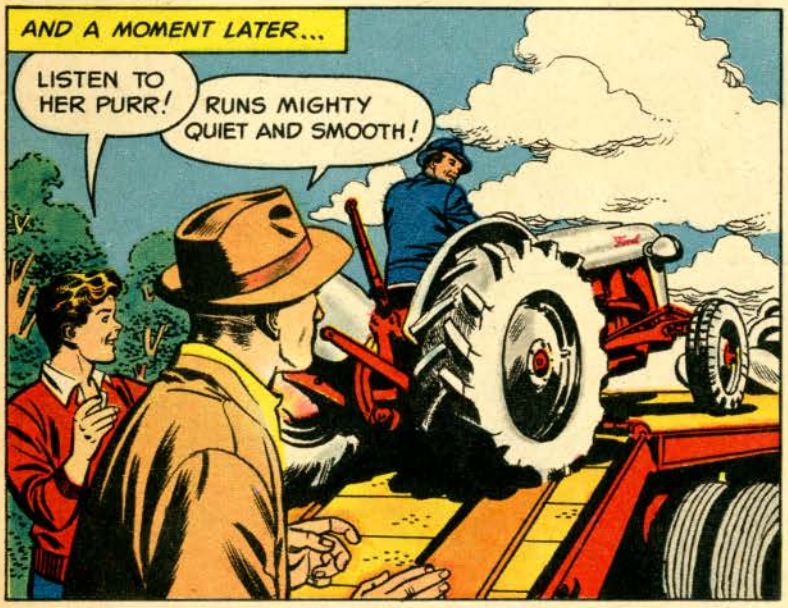
AND STILL ANOTHER FORD FEATURE -- THE SELEC-TROL. IT SWITCHES HYDRAULIC POWER TO EITHER FRONT OR REAR IMPLEMENTS WITH A TOUCH OF YOUR FINGER. AND NO EXTRA HYDRAULIC PUMP TO BUY EITHER.

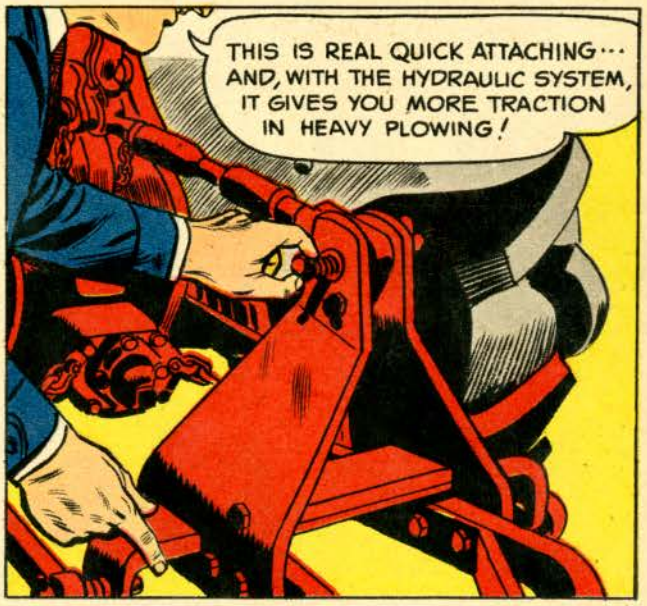

THEN, OF COURSE, THERE'S THE REMOTE CYLINDER UNIT FOR PULL-TYPE IMPLEMENTS. FORD'S HYDRAULIC SYSTEM REALLY WORKS FOR YOU.
REMOTE CYLINDER UNIT
• ADJUSTABLE STROKE-LENGTH
• FAST OR SLOW ACTION
• STOP AT ANY STROKE-POINT
• AUTOMATIC RETURN TO NEUTRAL

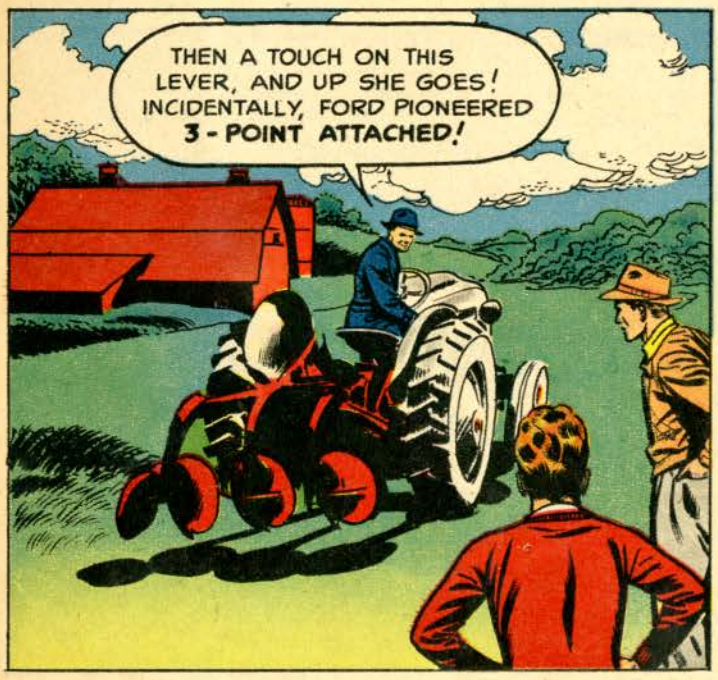
THERE ARE DOZENS OF OTHER FORD FEATURES, BEN... AND I'M SURE BUD CAN POINT THEM OUT TO YOU.
BELIEVE ME, HE'S BEEN DOING JUST THAT FOR SOME TIME NOW. LOOKS LIKE YOU'VE GOT QUITE A TRACTOR HERE.

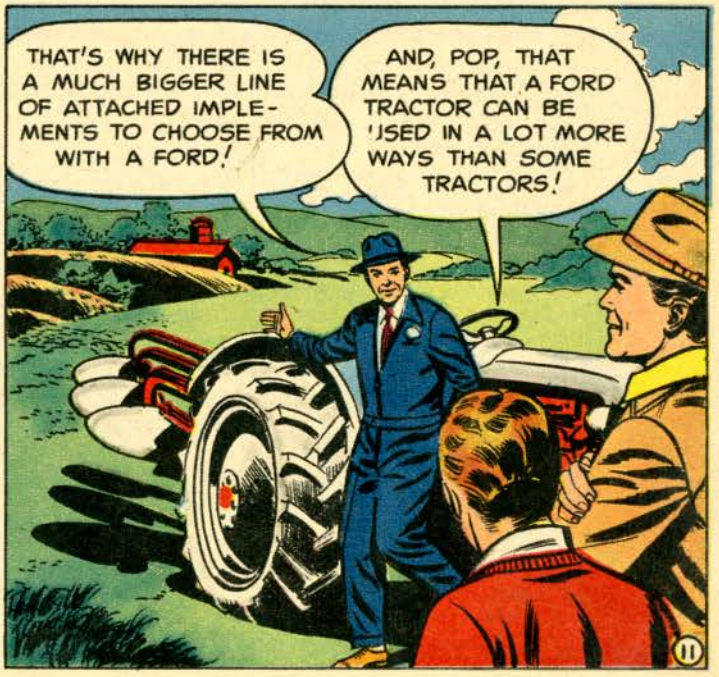
SEVERAL DAYS LATER, BACK AT THE DEALER'S...
BACK AGAIN PRETTY SOON, AREN'T YOU, BEN? DECIDED ON A FORD?
MIGHT BE. WHY DON'T YOU STOP BY SOMETIME. MAYBE WE CAN MAKE A DEAL.


AND THEN COMES A HAPPY DAY...
HEY, POP... HERE SHE COMES NOW!
MY GOODNESS, THAT BOY'S BEEN WATCHING THE ROAD SINCE SUN-UP!


AND A MOMENT LATER...
LISTEN TO HER PURR!
RUNS MIGHTY QUIET AND SMOOTH!

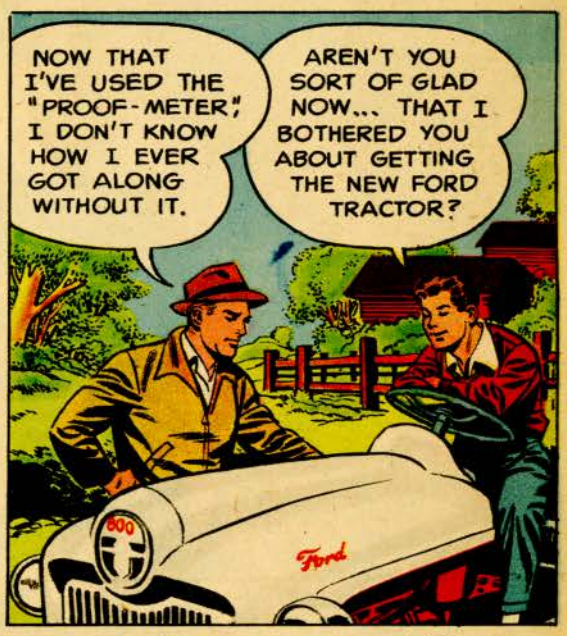

THIS IS REAL QUICK ATTACHING··· AND, WITH THE HYDRAULIC SYSTEM, IT GIVES YOU MORE TRACTION IN HEAVY PLOWING!


THEN A TOUCH ON THIS LEVER, AND UP SHE GOES! INCIDENTALLY, FORD PIONEERED **3-POINT ATTACHED!**

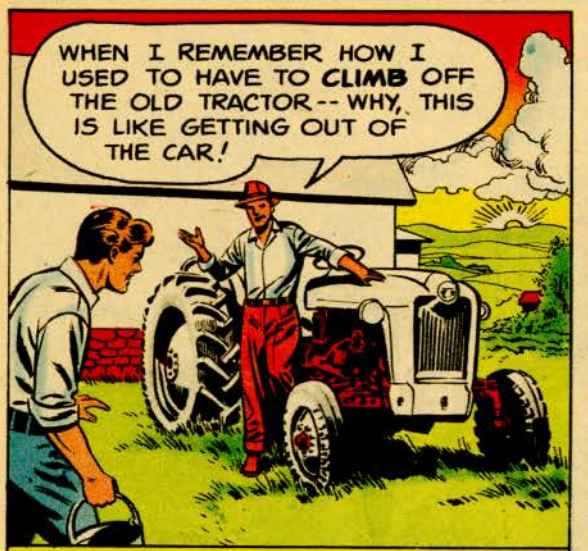

THAT'S WHY THERE IS A MUCH BIGGER LINE OF ATTACHED IMPLEMENTS TO CHOOSE FROM WITH A FORD!
AND, POP, THAT MEANS THAT A FORD TRACTOR CAN BE USED IN A LOT MORE WAYS THAN SOME TRACTORS!

'AND NOW, AS WINTER TURNS INTO SPRING, BUD AND HIS FATHER... AND THEIR POWERFUL, NEW FORD 860... START THE YEAR'S CYCLE --

THE "PROOF-METER"-- ANOTHER FORD FIRST-- RECORDS THE HOURS WORKED AND TELLS YOU INSTANTLY THE ENGINE PTO, BELT PULLEY AND GROUND SPEED... FOR TOP PERFORMANCE AND ECONOMY.



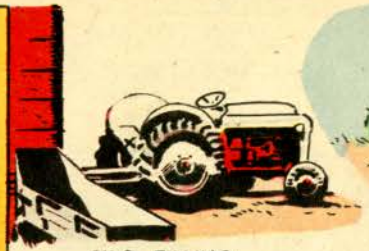
AS THE SUMMER SUN BRINGS THE CROPS CLOSER TO MATURITY, THE LONGER DAYS MEAN LONGER WORKING HOURS...



FORD TRACTORS HAVE ALWAYS BEEN EASY TO GET ON, EASY TO GET OFF.

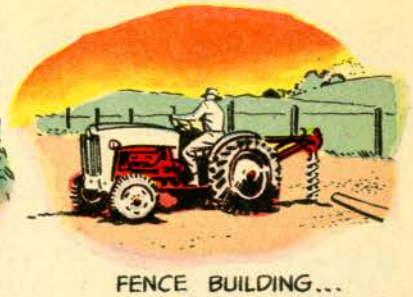
THE REST-O-RIDE SEAT, SETS ON A CUSHION OF RUBBER, ADJUSTS TO YOUR COMFORT, AND YOU RIDE 'LOW DOWN' WHERE YOU DON'T GET THE SWAY.

THE FALL BRINGS ITS OWN PATTERN OF FARM WORK... AND ON JOB AFTER JOB, THE FORD 860 PITCHES IN WITH ITS PART OF THE WORK--AND THEN SOME...



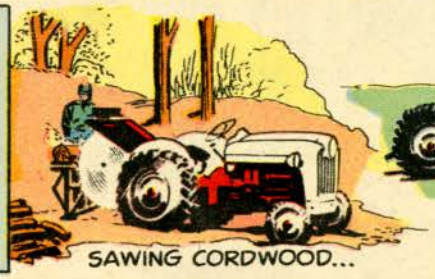
SILO FILLING...

CORN PICKING...



FENCE BUILDING...

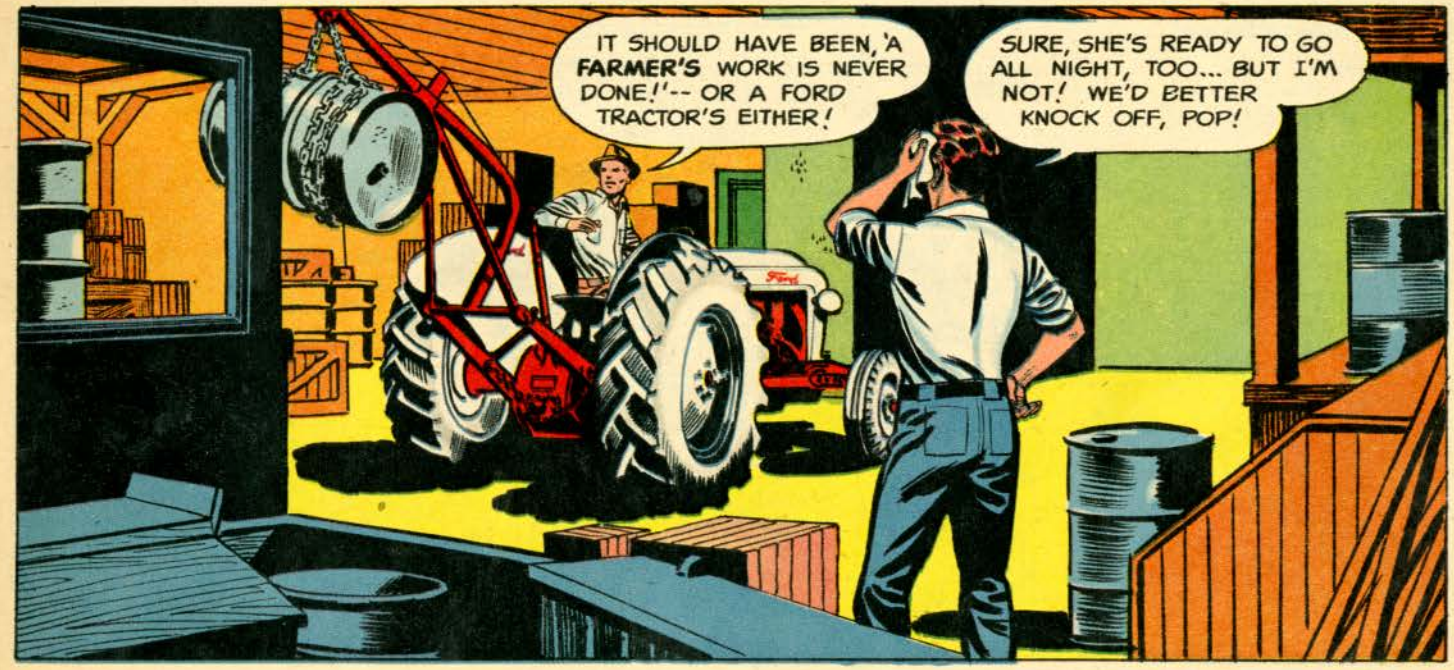
THE DAYS SHORTEN, THE FALL WORK IS DONE, WINTER CLOSES IN... AND THE ENDLESS FARMING CHORES CONTINUE...



SAWING CORDWOOD...

LOADING MANURE...

PLOWING SNOW...



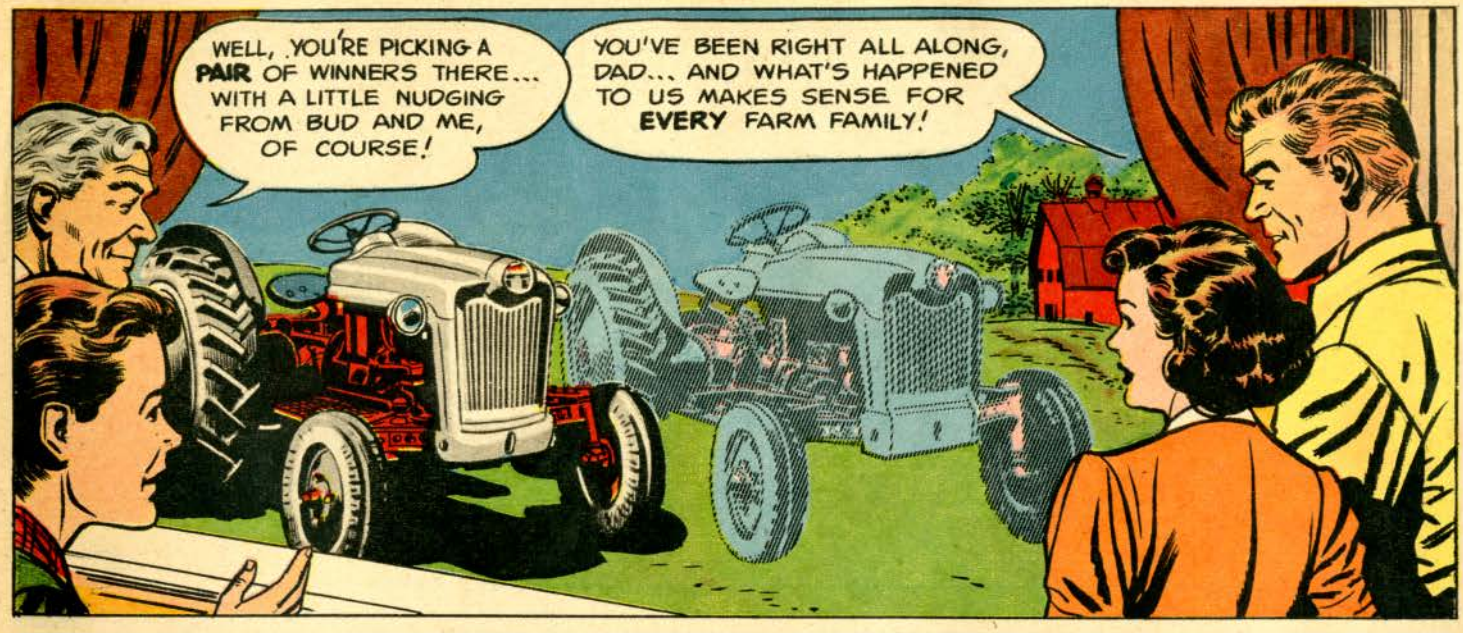
THERE GOES ANOTHER MONTH. YOU KNOW, IT DOESN'T SEEM A YEAR SINCE OUR NEW TRACTOR WAS DELIVERED!
SHE'S SURE PAID OFF, SON. A LOT MORE DONE WITH A LOT LESS WORK... THE FIGURES PROVE IT.

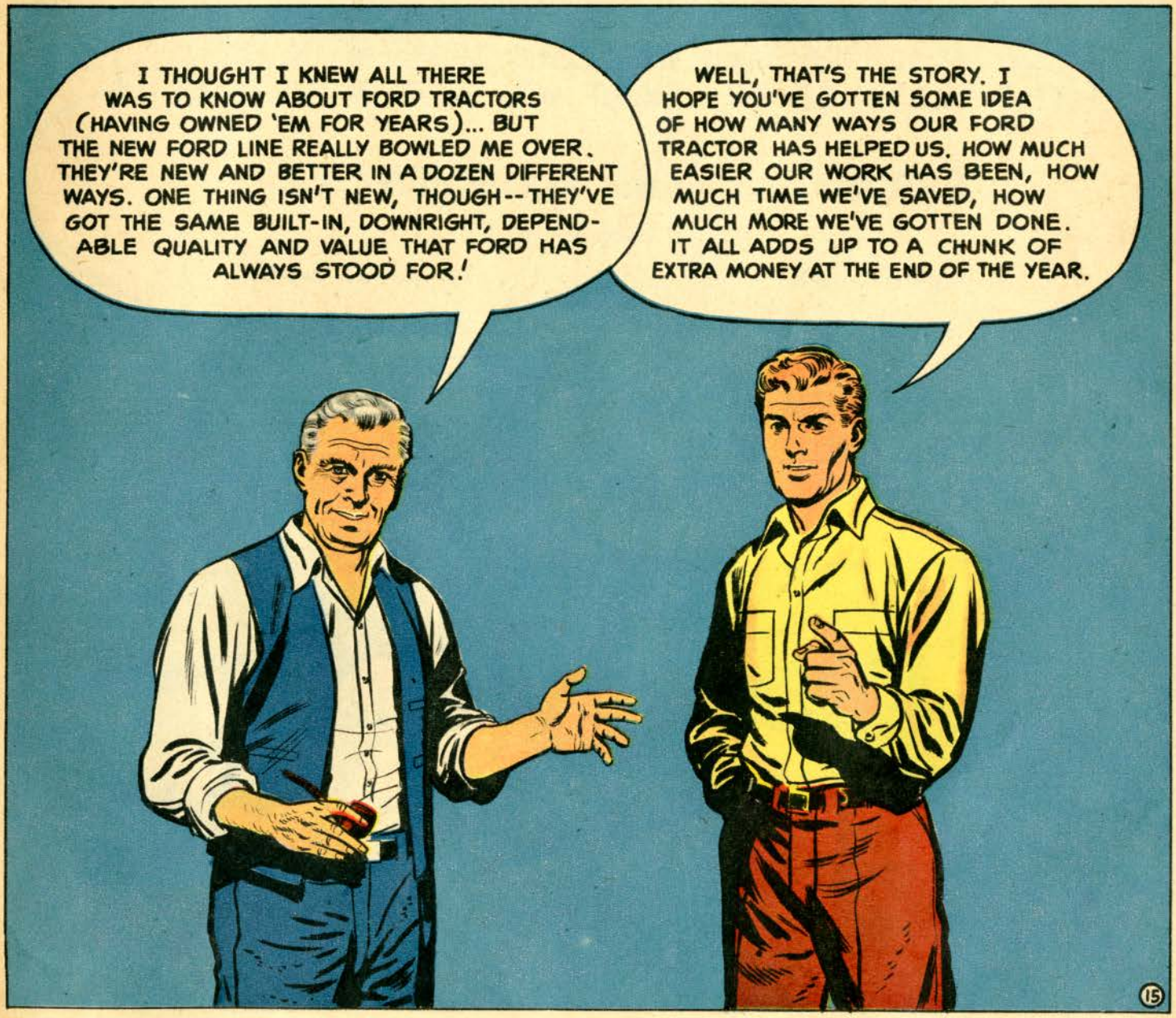
YOU KNOW, I'VE BEEN THINKING-- I COULD BE A LOT MORE HELP AROUND HERE. JUST...

SUPPOSE WE HAD A SECOND TRACTOR... NOT ANOTHER 860, BUT A **TWO**-PLOW JOB. THINK OF ALL THE HELP IT WOULD GIVE US IN THE SPRING.
THINK OF ALL THE **EXTRA** JOBS IT COULD HANDLE, TOO! THERE'S A LOT OF THINGS WE COULD BE DOING WITH A FORD 600.

AND WE'VE BEEN THINKING OF TAKING ON THAT 100 ACRES ON THE OLD ALLAN PLACE... WE'D SURE **NEED** ANOTHER TRACTOR TO HANDLE **THAT.**
AND, POP... WITH TWO **FORDS,** WE COULD USE MOST OF OUR IMPLEMENTS ON **EITHER ONE!**
ONCE YOU'VE **HAD** A FORD TRACTOR, YOU'RE A FORD FAN FOREVER. I'M ALL FOR IT!

YOU KNOW, GRAMP, FORD GETS MY VOTE FOR A VERY SPECIAL REASON. FORD TRACTORS SEEM TO KEEP MY MEN HAPPIER AND HEALTHIER.


WELL, YOU'RE PICKING A PAIR OF WINNERS THERE... WITH A LITTLE NUDGING FROM BUD AND ME, OF COURSE!
YOU'VE BEEN RIGHT ALL ALONG, DAD... AND WHAT'S HAPPENED TO US MAKES SENSE FOR EVERY FARM FAMILY!


I THOUGHT I KNEW ALL THERE WAS TO KNOW ABOUT FORD TRACTORS (HAVING OWNED 'EM FOR YEARS)... BUT THE NEW FORD LINE REALLY BOWLED ME OVER. THEY'RE NEW AND BETTER IN A DOZEN DIFFERENT WAYS. ONE THING ISN'T NEW, THOUGH -- THEY'VE GOT THE SAME BUILT-IN, DOWNRIGHT, DEPENDABLE QUALITY AND VALUE THAT FORD HAS ALWAYS STOOD FOR!
WELL, THAT'S THE STORY. I HOPE YOU'VE GOTTEN SOME IDEA OF HOW MANY WAYS OUR FORD TRACTOR HAS HELPED US. HOW MUCH EASIER OUR WORK HAS BEEN, HOW MUCH TIME WE'VE SAVED, HOW MUCH MORE WE'VE GOTTEN DONE. IT ALL ADDS UP TO A CHUNK OF EXTRA MONEY AT THE END OF THE YEAR.

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